

TOT UNITED STATES

	1993 YEAR	FULL YEAR ESTIMATE 1994	MSA VOL SHIP Shr 1993 YEAR	FULL YEAR ESTIMATE 1994	RANK MSA VOL SHIP Shr 1993 YEAR	RANK FULL YEAR ESTIMATE 1994	NIELSEN SHARE 1993 YEAR	FULL YEAR ESTIMATE 1994	RANK NIELSEN SHARE 1993 YEAR	RANK FULL YEAR ESTIMATE 1994
PHILIP MORRIS	194.7	215.0	42.21	44.30				46.1		
P.M. PREMIUM	144.9	173.1	31.41	35.65				37.5		
P.M. DISCOUNT CAT	49.8	41.9	10.80	8.63				8.6		
TOT MARLBORO	108.5	134.6	23.52	27.72	1			28.5		
TOT BASIC	24.4	22.5	5.28	4.64	3			4.6		
TOT B + H	11.4	11.7	2.47	2.41	12			2.5		
TOT MERIT	10.6	11.4	2.29	2.34	14			2.8		
TOT V SLIMS	10.4	11.3	2.26	2.34	15			2.9		
TOT CAMBRIDGE	8.7	8.2	1.90	1.69	16			1.8		
TOT BEST BUY			0.95		24					
TOT GENCO			0.71		28					
TOT PARLIAMENT	3.0		0.65	0.63	30			0.6		
TOT G.P.A.			0.46		34					
TOT ALPINE DCAT	1.8		0.38	0.35	37					
TOT BRISTOL	1.2		0.26	0.19	44					
TOT PREMIUM BUY			0.25		45					
TOT ALL AMERICAN			0.24		46					
TOT BRONSON PM			0.13		53					
TOT SARATOGA	0.5		0.11	0.11	54					
TOT F & L			0.06		61					
TOT BUCKS	0.2		0.05	0.03	64					
TOT PLAYERS LT (25)	0.2		0.04	0.04	67					
TOT GRIDLOCK			0.04		69					
TOT TOP CHOICE			0.03		71					
TOT COMMANDER	0.1		0.03		73					
TOT PLAYERS BLACK	0.1		0.03		74					
TOT C PLAYERS	0.1		0.02	0.00	77					
TOT MULTIFLT			0.02		78					
TOT ROTHMANS			0.02		80					
TOT GENERALS			0.02		81					
TOT NO FRILLS			0.01		85					
TOT BIG MONEY			0.01		87					
TOT SHENANDOAH			0.01		88					
TOT MONEY			0.00		89					
TOT PM INTERNATIONAL			0.00		92					
TOT COLLECTORS CHOICE			0.00		93					
TOT ENGLISH OVALS			0.00		96					
TOT PLAYERS NON-FILTER			0.00		97					

FVB 13352  
40: 281 = 2.89

2.89